

**Date: June 19<sup>th</sup>, 2009 at 1600 hours (Sta-7)**  
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### **Project Sticker Shock Targets Underage Drinking**

West Springfield NPU will be working on an underage prevention effort called “Project Sticker Shock”. Sticker Shock is designed to support existing and encourage new community activism, cooperative efforts, and community capacity building to combat underage drinking and its related problems, specifically adults providing alcohol to minors.

Project Sticker Shock seeks to reach those persons 21 years of age or older who might illegally purchase alcohol and provide it to minors. Youth (Kids from the County Community Recreation Services “CRS”, teen action planners or TAP) will visit participating retailers accompanied by West Springfield Neighborhood Patrol Officers and Mothers Against Drunk Driving (MADD) representatives to place prevention stickers on all multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers. The stickers display a warning message about the penalties for furnishing alcohol to minors.

The project represents a partnership between youth, licensed establishments, concerned parents and community members, prevention professionals, and law enforcement with the goal of educating persons 21 and older of the underage laws and raising public awareness about underage drinking.

The Virginia Department of Alcoholic Beverage Control provides funding for Project Sticker Shock (This Stickers).